

## ABSTRACT

**THESIS:** FACTORS RELATING TO COLLEGE FOOTBALL PLAYERS' CONFORMITY TO TRADITIONAL MASCULINE NORMS

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Conformity to masculine norms is defined as meeting societal expectations for what constitutes masculinity in one's public or private life (Mahalik et al., 2003). Research shows that conforming to masculine norms can produce negative outcomes in men's behavior, such as greater depression and anxiety (Cournoyer & Mahalik, 1995). Conformity to masculine norms also has been shown to be affected by athletic identity specifically in college football players (Steinfeldt & Steinfeldt, 2012). However, conformity to masculine norms has been studied minimally in relation to positive factors such as life satisfaction or psychological well-being (Rochlen, McKelley, Suizzo, & Scaringi, 2008). Therefore, the purpose of the current study was to study the relationship among conformity to masculine norms, athletic identity, life satisfaction, and psychological well-being in college football players across different divisions. Total years in football, year in school, and position were measured in relation to conformity to masculine norms to extend previous findings (Steinfeldt & Steinfeldt, 2012). Participants were 110 male athletes participating on intercollegiate football teams at the Division I, II, III, and NAIA levels who completed a demographic questionnaire, the Conformity to Masculine Norms

Inventory-46 (CMNI-46), Athletic Identity Measurement Scale (AIMS), Satisfaction with Life Scale (SWLS), and Psychological Well-Being Scale (PWBS) online. Pearson's correlations indicated significant correlations between CMNI subscales and other factors, and three-way ANOVAs found no significant differences between CMNI subscales and other variables. Results and implications are discussed.